

FROM
TEE
TO
GREEN
TRIMEC[®]
TURF HERBICIDE
MAKES THE
DIFFERENCE!



Now you can have positive control of hard-to-kill weeds in cool as well as warm temperatures on a variety of 2,4-D resistant weeds.

Trimec turf herbicide is a patented combination of herbicides that display "synergism" and controls hard-to-kill weeds at lower rates than normally needed with the individual herbicides you're now using.

Gordon's Fairway Broadleaf Herbicide is in a class by itself. It contains 2,4-D, MCPP and Dicamba in a patented formulation which controls virtually all broadleaf weed species, while the individual herbicide components do not. It is the patented "synergism" of the formulation that makes the difference.

Call 913/342-8780 today, or write Gordon's about new Trimec Fairway Broadleaf Herbicide and other Gordon turf care products.



PBI - GORDON CORPORATION

300 South Third St.
Kansas City, Kansas 66118
A.C. 913/342-8780

TRIMEC[®]
TURF HERBICIDE
MAKES THE DIFFERENCE!

For more information circle number 196 on card



by Herb Graffis
**SWINGING
AROUND GOLF**

The high cost of showing

There's pleading already to eliminate questionable expenses in turf equipment selling this year. Dealers and manufacturers won't be spending money for salaries, transportation expenses and entertainment to demonstrate machinery and staff exhibitions as loosely as previously. The total got too high. Last year when golf shared what was grimly called "a general recession," canny dealers and manufacturers found that some selling expenses meant money that might better be used in paying for equipment. Every superintendent, who is a practical businessman, knows that sectional demonstrations have become an expensive habit. That wasted money is ultimately taken from the superintendent's salary.

Years ago a man, who as president kept a famous private club out of bankruptcy, said, "Golf officials and committeemen and managers and superintendents don't know how to handle money. I told our fellows it was costing us about \$3 a round for course upkeep and we lost around \$1.50 on every meal we served... When you figure down to what it costs per round or per meal you get your people taking a clearer look at the problem. If they whine 'We need more members,' they're begging for somebody to bail them out of their own incompetence."

Since 1934 that observation hasn't been proved wrong. Number of rounds played and number of meals served are the two primary items in

golf club statistics. But even the specializing CPAs don't have those elementary figures. So their reports are like comparing the traffic in a telephone booth with that at Kennedy International Airport.

I've seen one club annual statement indicating that the course maintenance cost is more than \$6 a round. Because club bookkeeping is done in the clubhouse, it should be easier to figure revenue and net cost per meal, but it isn't done that way. Even at public courses costs per round of maintenance can rarely be figured. From what I've seen for 1970 maintenance, costs on public courses per round are between \$1.75 and \$2.50. Golf is supposed to be a business in which people know the score. We may be kidding ourselves deeply into the red.

Dick Dodds goes to the pro post at Saginaw (Mich.) CC from Gary (Ind.) CC... **L.T.A. Schmidt** succeeds his former boss, **Bud Fullaway**, as pro at Miracle Hill GC, Omaha. Bud's getting out of pro golf into a big selling job... A job switch you don't often hear about is from pro to superintendent. **Gene Deeds** did that in going from pro position at Farwell (Tex.) CC to superintendent post at Lubbock (Tex.) CC.

The **United States Golf Assn.** is considering republishing its Record Book. So if any of you have discovered errors in the big book and its USGA tournament results supplements since 1961, please send details to Robert R. Sommers, Public Information Editor, USGA, 40 East 38th Street, New York, N.Y. 10016. Mike Brady and I thought we'd found an error in adding scores, but I haven't been able to locate it again.

Women's Trans-Mississippi GA is thinking about having its 1973 championship in the East for the first time. The Women's Trans-Miss. started in 1927, and has grown to be one of the major amateur events for the girls. Mrs. Arnold Fladoos, 745 Perry St., Dubuque, Ia. 52001, is president.

The sale of Pinehurst for \$9 million shows what golf can do in building a locality. In the late 1980s **James W. Tufts** of Boston, soda fountain manufacturer and philanthropist, bought 10,000 acres of land from which Page interests had harvested timber and turpentine. Walter Hines Page, later ambassador to Great Britain, handled the deal and

(Continued on page 24)

got \$500 down on a \$7,500 sale to Tufts.

That far back, there was already recognition of a pollution problem. Tuberculosis was associated with the coal smoke and chemical wastes in city air. Tufts thought the Carolina piney atmosphere would be good for TB victims. It was. But when Tufts hired Donald Ross in 1900 to put in a nine-hole golf course, the destiny of

Pinehurst was switched. Instead, it became the American St. Andrews. Golf pilgrims took the story far and wide and Donald Ross became architect of nearly 500 courses, many of which show his genius undimmed by the changes of equipment and turf.

Donald Ross had a gift for selecting the right site back in the days when the architect had an opportunity to choose a location with natural golfing features. He'd place the greens first and work backward to the tee. At Pinehurst there were sand

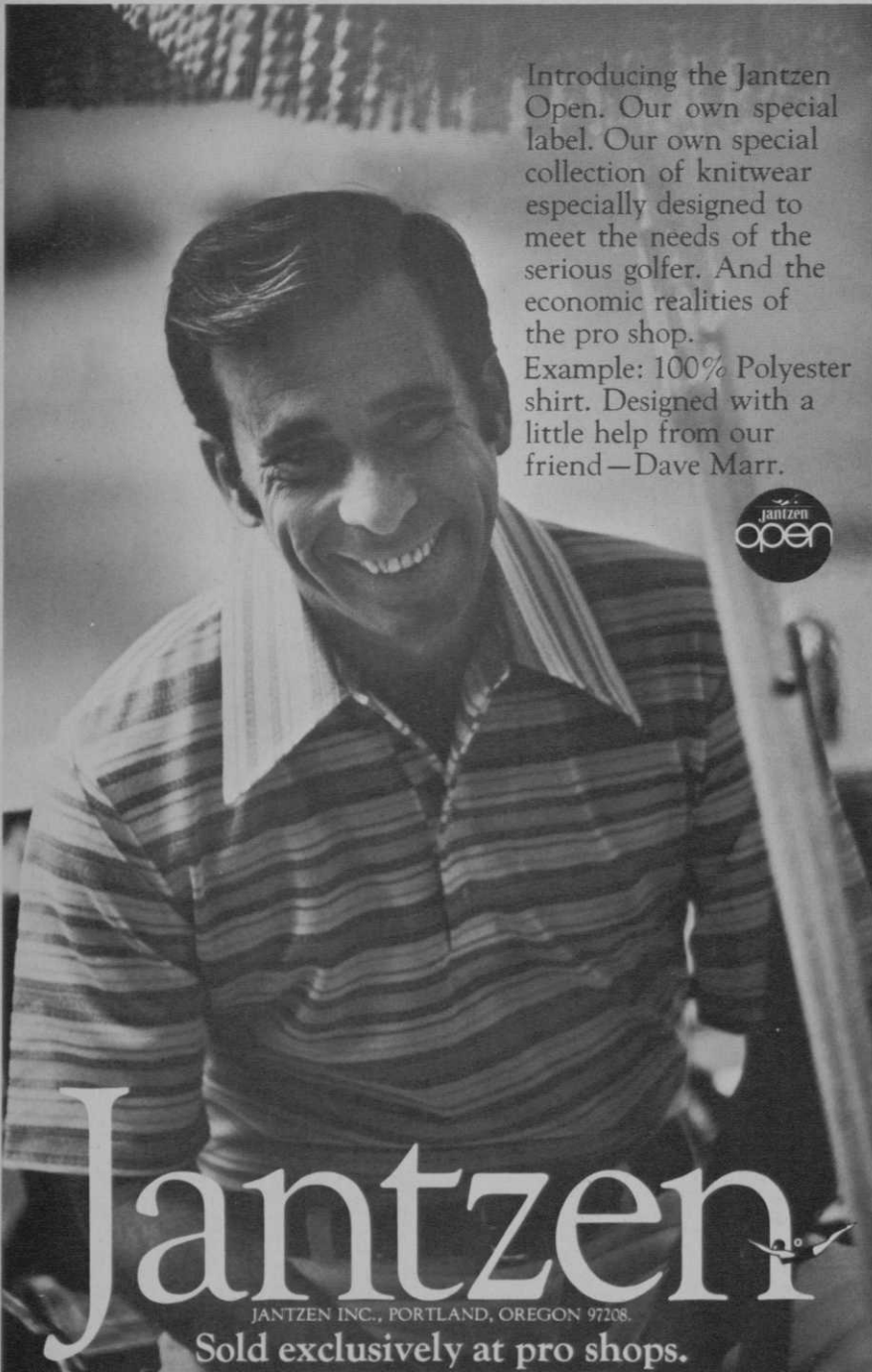
greens on the four courses until around 1935. That encouraged building many courses where water wasn't available for greens. At Pinehurst the practice tees were on a rise known as Maniac Hill. During the North and South Open pros and amateur enthusiasts enjoyed experimental and discussion sessions through the day. When the North and South Open ended in 1951 after 48 championships, it was succeeded by the North and South Seniors championship which became so popular a waiting list was quickly established. The Seniors proved to be a valuable asset to the entire sector. A property boom developed bringing in wealthy residents which spurred a revival of golf interest and spending in the Carolina Sand Hill territory.

Dick Tufts, for years president of Pinehurst, Inc., put on a PGA championship and a Ryder Cup match when the PGA was in dire need of a host for those events. He was USGA president in 1956 and 1957. James E. Harrington became Pinehurst president in 1963 when Dick Tufts was named board chairman. Dick's son, Peter, and his cousin, Leonard Tufts, have been active in Pinehurst's operation. Diamond Head Corp., Mountain Side, N.J., a holding company controlled by Malcolm McLean, is now owner of Pinehurst. The company also owns resorts at Bay St. Louis, Miss., Fairhope, Ala., and Ardmore, Okla.

After 18 years as superintendent, Mountain Lake GC, Lake Wales, Fla., **Harvey O. Linderman** goes to Palm-Aire CC, Pompano Beach, Fla. **Walter Lowell**, new president of the Connecticut PGA is pro and general manager of the Canton course in suburban Hartford. His family owns the course... **Pacific Northwest Section PGA** is holding its annual meeting, merchandise show and pro-salesmen tournament three days early in November so that salesmen have new lines and get clean-up orders for Christmas pro shop business. The timing saves money all around. **Ed Cox**, Jackson Park GC, Seattle, is show chairman. Cox says the latest show (the fifth) has good volume of orders indicating pros are optimistic about a stored-up demand turning into sales early in 1971.

Arthur Hills, who's been doing interesting course architectural jobs in central and southern states, has an idea deserving extensive use. Instead

(Continued on page 29)



Introducing the Jantzen Open. Our own special label. Our own special collection of knitwear especially designed to meet the needs of the serious golfer. And the economic realities of the pro shop.

Example: 100% Polyester shirt. Designed with a little help from our friend—Dave Marr.



Jantzen

JANTZEN INC., PORTLAND, OREGON 97208.
Sold exclusively at pro shops.

For more information circle number 211 on card

of trimming all streams and pond edges he leaves spots naturally rough and attractive to birds and fish. He adjusts these areas to the golf design requirements and gets colorful wildlife sideshows for golfers.

Mighty nice thing **Baltusrol GC** did in naming a clubhouse section the Johnny Farrell room. In it are Farrell trophies and mementoes of the national championships to which Baltusrol has been host. Johnny's been Baltusrol pro for 37 years.

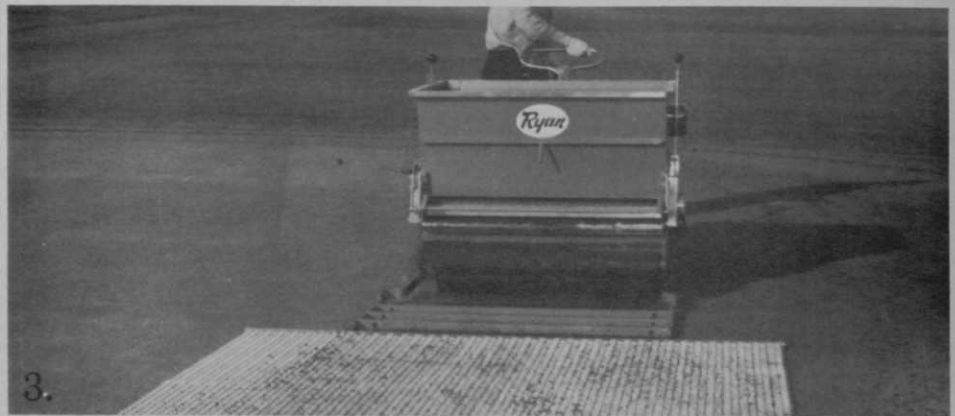
Wonder how many rooms at fine country clubs are formally or informally dedicated to famed golfers' show trophies, equipment, pictures and other association items. Colonial has its Hogan exhibit, Augusta National has Jones's clubs and East Lake has had Bob's trophies. At the Country Club of Rochester, N.Y., there are Hagen items, the Fort Myers (Fla.) CC has a Patty Berg Room. There must be many rooms and collections I've forgotten or never have seen.

On the rim of the Dunedin (Fla.) CC, formerly the PGA National GC, lives **Mike Brady**, one of the liveliest of America's golf historian professionals. Mike was honored by the Massachusetts GA not long ago. What a historic room could be decorated with the Brady golf saga as its theme.

A couple of fellows who've won Pro of the Year honors from their members for 25 years have been honored by their clubs with thank you parties. They are **Al Baka** of Purpoodock Club, Cape Elizabeth, N.J. and **John Hoetmer** of Sand Point CC, Seattle, Wash.

Dick Clark goes to the new International GC, Atlanta, Ga. as pro. He was at Radium Springs (Ga.) GC . . . Townson (Md.) CC now has **Bill Sporee** as head pro . . . **Ken Folkes** is pro at new Forest GC at Charlotte, N.C.

George Hindley, Jr. is now general manager Bethesda (Md.) CC from Brookside G&CC, Columbus, Ohio . . . **Calvin C. Buswell** from New Haven (Conn.) is now manager of the Country Club of Salt Lake City . . . **William J. Hodges** is now general manager of Tucson (Ariz.) CC. He was formerly at Paradise Valley CC, Scottsdale, Ariz. and was president Club Managers Assn. **Lloyd Batstone** remains at Tucson CC as administrative assistant. □



Only the Ryan "Green Team"

provides the perfect system

for keeping perfect greens.

The perfect combination of equipment for maintaining superb greens is the Ryan "Green Team". This turf trio of rugged, proven machines provides a system for keeping perfect greens.

First, you use the Ryan Greensaire (1) which aerates and dethatches in one easy operation. The Greensaire removes more cores (3" long) than any other aerator made. Its fast, clean coring action removes over 2 cu. yds. of soil and thatch per

5,000 square feet.

Next, use the Ryan Mataway (2), or Ren-O-Thin, to break up the cores in just a few minutes. Its vertical blades can be set to skim the turf surface or lowered to remove additional thatch.

Completing the system is the Ryan Spread-Rite (3) which can top dress, and drag a freshly aerated green. For perfect greens, use the perfect system . . . The Ryan "Green Team".

Write for FREE Ryan Turf Equipment Catalog.



RYAN EQUIPMENT COMPANY

2055 White Bear Avenue
St. Paul, Minnesota 55109

SUBSIDIARY OF OUTBOARD MARINE CORP.

For more information circle number 255 on card